



WKMG

# ORDER

Print Date 08/28/12 Page 1 of 6

Flight Dates **09/04/12-09/14/12**

Contract / Revision      **253655 /**  
Original Date / Revision  
                                  08/28/12    08/28/12  
Advertiser **POL/American Crossroads**

Agency    **Crossroads Media, LLC**  
Buying Contact  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

Product  
**CROSSROADS GPS**  
Agency Com    15%  
Billing Contact  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

Sales Office    PHI  
Sales Region   NAT  
Agency Ref

Order Sep            00:15:00  
Estimate #            **690**  
Alt Order #           **06226945**  
Billing Type          Cash  
Order Type          GENERAL  
Billing Cycle        EOM/EOC  
Billing Calendar   BROADCAST  
Demographic       A25-54  
Rev Codes           AGY        POL        ISSUE  
Product Codes    PL-Issue  
Priority                P-3  
Advertiser Ref

Primary Account Executive  
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 59350

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	61	\$50,447.50	\$59,350.00	0.00	08/27/12	09/14/12	61	\$50,447.50	\$59,350.00
<b>Totals</b>	<b>61</b>	<b>\$50,447.50</b>	<b>\$59,350.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	09/10/12	09/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----		1				\$300.00		0.00			
E 2	WKMG	09/14/12	09/14/12	Morn News at 5a Morn News at 5a	CM	5-530a	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$300.00		0.00			
N 3	WKMG	09/06/12	09/06/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$300.00		0.00			
N 4	WKMG	09/05/12	09/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Flight Dates 09/04/12-09/14/12

Hiatus Dates

Original Date / Revision 08/28/12/ 08/28/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product CROSSROADS GPS

Estimate # 690

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	WKMG	09/05/12	09/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----					1	\$400.00		0.00			
N 5	WKMG	09/07/12	09/07/12	Morn News at 530a Morn News at 530a	CM	530-6a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$400.00		0.00			
N 6	WKMG	09/11/12	09/11/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-----					1	\$400.00		0.00			
N 7	WKMG	09/13/12	09/13/12	Morn News at 530a Morn News at 530a	CM	530-6a	---1---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---					1	\$400.00		0.00			
N 8	WKMG	09/10/12	09/10/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$500.00		0.00			
E 9	WKMG	09/14/12	09/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$500.00		0.00			
N 10	WKMG	09/06/12	09/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$500.00		0.00			
N 11	WKMG	09/12/12	09/12/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$500.00		0.00			
N 12	WKMG	09/10/12	09/10/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$400.00		0.00			
E 13	WKMG	09/14/12	09/14/12	CBS This Morning The Early Show	CM	7-9a	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$400.00		0.00			
N 14	WKMG	09/05/12	09/05/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----					1	\$400.00		0.00			
N 15	WKMG	09/06/12	09/06/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$400.00		0.00			
N 16	WKMG	09/07/12	09/07/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$400.00		0.00			



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Order Sep 00:15:00

Advertiser POL/American Crossroads Product CROSSROADS GPS

Estimate # 690

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 16	WKMG	09/07/12	09/07/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$400.00		0.00			
N 17	WKMG	09/11/12	09/11/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-----					1	\$400.00		0.00			
N 18	WKMG	09/12/12	09/12/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$400.00		0.00			
N 19	WKMG	09/13/12	09/13/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---					1	\$400.00		0.00			
N 20	WKMG	09/07/12	09/07/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$650.00		0.00			
N 21	WKMG	09/11/12	09/11/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-1-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-----					1	\$650.00		0.00			
N 22	WKMG	09/13/12	09/13/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---1---	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---					1	\$650.00		0.00			
N 23	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$650.00		0.00			
E 24	WKMG	09/14/12	09/14/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$650.00		0.00			
N 25	WKMG	09/06/12	09/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$650.00		0.00			
N 26	WKMG	09/12/12	09/12/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$650.00		0.00			
N 27	WKMG	09/10/12	09/10/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$700.00		0.00			
E 28	WKMG	09/14/12	09/14/12	News at 5p News at 5p	CM	5-530p	----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$700.00		0.00			



WKMG

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Flight Dates 09/04/12-09/14/12

Hiatus Dates

Original Date / Revision 08/28/12/ 08/28/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product CROSSROADS GPS

Estimate # 690

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 28	WKMG	09/14/12	09/14/12	News at 5p News at 5p	CM	5-530p	----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$700.00		0.00			
N 29	WKMG	09/06/12	09/06/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$700.00		0.00			
N 30	WKMG	09/12/12	09/12/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$700.00		0.00			
N 31	WKMG	09/10/12	09/10/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$900.00		0.00			
E 32	WKMG	09/14/12	09/14/12	News at 6p News at 6p	CM	6-630p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$900.00		0.00			
N 33	WKMG	09/06/12	09/06/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$900.00		0.00			
N 34	WKMG	09/12/12	09/12/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----					1	\$900.00		0.00			
N 35	WKMG	09/10/12	09/10/12	CBS Evening News CBS Eve News	CM	630-7p	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$1,500.00		0.00			
E 36	WKMG	09/14/12	09/14/12	CBS Evening News CBS Eve News	CM	630-7p	----F--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$1,500.00		0.00			
N 37	WKMG	09/05/12	09/05/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----					1	\$1,500.00		0.00			
N 38	WKMG	09/06/12	09/06/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$1,500.00		0.00			
N 39	WKMG	09/07/12	09/07/12	CBS Evening News CBS Eve News	CM	630-7p	----1--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$1,500.00		0.00			
N 40	WKMG	09/11/12	09/11/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1-----					1	\$1,500.00		0.00			



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253655

Flight Dates 09/04/12-09/14/12

Hiatus Dates

Original Date / Revision 08/28/12/ 08/28/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product CROSSROADS GPS

Estimate # 690

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 40	WKMG	09/11/12	09/11/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-1-----					1	\$1,500.00		0.00			
N 41	WKMG	09/12/12	09/12/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--1----					1	\$1,500.00		0.00			
N 42	WKMG	09/13/12	09/13/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---					1	\$1,500.00		0.00			
N 43	WKMG	09/10/12	09/10/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$1,000.00		0.00			
E 44	WKMG	09/14/12	09/14/12	News at 7p News at 7p	CM	7-7:30p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$1,000.00		0.00			
N 45	WKMG	09/06/12	09/06/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---1---					1	\$1,000.00		0.00			
N 46	WKMG	09/12/12	09/12/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--1----					1	\$1,000.00		0.00			
N 47	WKMG	09/10/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$1,800.00		0.00			
E 48	WKMG	09/14/12	09/14/12	M-F 11p News M-F 11p News	CM	11-1135p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$1,800.00		0.00			
N 49	WKMG	09/05/12	09/05/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$1,800.00		0.00			
N 50	WKMG	09/06/12	09/06/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---1---					1	\$1,800.00		0.00			
N 51	WKMG	09/07/12	09/07/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$1,800.00		0.00			
N 52	WKMG	09/11/12	09/11/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-1-----					1	\$1,800.00		0.00			

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 52	WKMG	09/11/12	09/11/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	-1-----		1				\$1,800.00		0.00		
N 53	WKMG	09/12/12	09/12/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	--1----		1				\$1,800.00		0.00		
N 54	WKMG	09/13/12	09/13/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	---1---		1				\$1,800.00		0.00		
N 55	WKMG	09/07/12	09/07/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	----1--		1				\$700.00		0.00		
N 56	WKMG	09/13/12	09/13/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/10/12	09/16/12	---1---		1				\$700.00		0.00		
N 57	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	-----1-		1				\$350.00		0.00		
N 58	WKMG	09/08/12	09/08/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	-----1-		1				\$450.00		0.00		
N 59	WKMG	09/08/12	09/08/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	-----1-		1				\$1,800.00		0.00		
N 60	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	-----1		1				\$1,300.00		0.00		
N 61	WKMG	09/09/12	09/09/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/03/12	09/09/12	-----1		1				\$5,000.00		0.00		
Totals													61	\$59,350.00



WKMG

# ORDER

Print Date 08/02/12

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Flight Dates 07/30/12-08/06/12

Contract / Revision 253657 /

Original Date / Revision  
08/02/12 08/02/12

Advertiser POL/Crossroads GPS

New till 09/23/11

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Product  
CROSSROADS GPS

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 732

Alt Order # 06226984

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PA-Republican

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 74200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	82	\$63,070.00	\$74,200.00	0.00	07/30/12	08/06/12	82	\$63,070.00	\$74,200.00
Totals	82	\$63,070.00	\$74,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	07/30/12	07/30/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	1-----					1	\$700.00		0.00			
N 2	WKMG	08/01/12	08/01/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--1----					1	\$700.00		0.00			
N 3	WKMG	08/02/12	08/02/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---1---					1	\$700.00		0.00			
N 4	WKMG	08/06/12	08/06/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/02/12

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Contract / Revision

253657

Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKMG	08/06/12	08/06/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	08/08/12-08/12/12		News at 5p		5-530p	M-----	:30		(\$700.00)		0.00	NM		
Credited															
N 5	WKMG	07/30/12	07/30/12	CBS Evening News CBS Eve News	CM	630-7p	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$1,500.00		0.00						
N 6	WKMG	08/01/12	08/01/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$1,500.00		0.00						
N 7	WKMG	08/02/12	08/02/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$1,500.00		0.00						
N 8	WKMG	08/03/12	08/03/12	CBS Evening News CBS Eve News	CM	630-7p	----1--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$1,500.00		0.00						
N 9	WKMG	08/05/12	08/05/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----1	1		\$5,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		Sun Prime 7-8p		7-8p	-----Su	:30		(\$5,000.00)		0.00	NM		
Credited															
N 10	WKMG	07/30/12	07/30/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$1,800.00		0.00						
N 11	WKMG	07/31/12	07/31/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$1,800.00		0.00						
N 12	WKMG	08/01/12	08/01/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$1,800.00		0.00						
N 13	WKMG	08/02/12	08/02/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$1,800.00		0.00						
E 14	WKMG	08/03/12	08/03/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$1,800.00		0.00						





WKMG

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Flight Dates 07/30/12-08/06/12

Hiatus Dates

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Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WKMG	08/03/12	08/03/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	07/30/12-08/05/12		M-F 11p News		11-1135p	-----F----	:30		<del>(\$1,800.00)</del>		0.00	NM		
See MG 14.2															
2	WKMG	08/03/12-08/05/12		Fri Prime 8p		8-9p	-----F----	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 42.1,14.1															
N 15	WKMG	08/06/12	08/06/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$1,800.00		0.00						
1	WKMG	08/06/12-08/12/12		M-F 11p News		11-1135p	M-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
Credited															
N 16	WKMG	07/30/12	07/30/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$1,000.00		0.00						
N 17	WKMG	07/31/12	07/31/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$1,000.00		0.00						
N 18	WKMG	08/01/12	08/01/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$1,000.00		0.00						
N 19	WKMG	08/02/12	08/02/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$1,000.00		0.00						
N 20	WKMG	08/03/12	08/03/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$1,000.00		0.00						
N 21	WKMG	08/06/12	08/06/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$1,000.00		0.00						
1	WKMG	08/06/12-08/12/12		News at 7p		7-7:30p	M-----	:30		<del>(\$1,000.00)</del>		0.00	NM		
Credited															
N 22	WKMG	07/30/12	07/30/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$500.00		0.00						
N 23	WKMG	07/31/12	07/31/12	Morn News at 6a Morn News at 6a	CM	6-7a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$500.00		0.00						



WKMG

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Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 24	WKMG	08/01/12	08/01/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	--1----	1		\$500.00		0.00					
N 25	WKMG	08/02/12	08/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	---1---	1		\$500.00		0.00					
N 26	WKMG	08/06/12	08/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$500.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	1-----	1		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	08/06/12-08/12/12		Morn News at 6a		6-7a	M-----	:30		(\$500.00)		0.00 NM		
Credited														
N 27	WKMG	07/30/12	07/30/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	1-----	1		\$450.00		0.00					
N 28	WKMG	07/31/12	07/31/12	4-430p Extra Extra	CM	4-430p	-1-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	-1-----	1		\$450.00		0.00					
N 29	WKMG	08/01/12	08/01/12	4-430p Extra Extra	CM	4-430p	--1----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	--1----	1		\$450.00		0.00					
N 30	WKMG	08/02/12	08/02/12	4-430p Extra Extra	CM	4-430p	---1---	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	---1---	1		\$450.00		0.00					
N 31	WKMG	08/03/12	08/03/12	4-430p Extra Extra	CM	4-430p	----1--	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	----1--	1		\$450.00		0.00					
N 32	WKMG	08/08/12	08/06/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$450.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	1-----	1		\$450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	08/06/12-08/12/12		4-430p Extra		4-430p	M-----	:30		(\$450.00)		0.00 NM		
Credited														
N 33	WKMG	07/30/12	07/30/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	1-----	1		\$400.00		0.00					
N 34	WKMG	07/31/12	07/31/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	-1-----	1		\$400.00		0.00					
N 35	WKMG	08/01/12	08/01/12		CM	530-6a	--1----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00



WKMG

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Contract / Revision

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Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Morn News at 530a											
				Morn News at 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--1----					1	\$400.00		0.00			
N 36	WKMG	08/02/12	08/02/12	Morn News at 530a	CM	530-6a	---1---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				Morn News at 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---1---					1	\$400.00		0.00			
N 37	WKMG	08/03/12	08/03/12	Morn News at 530a	CM	530-6a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				Morn News at 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----1--					1	\$400.00		0.00			
N 38	WKMG	07/30/12	07/30/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	1-----					1	\$700.00		0.00			
N 39	WKMG	07/31/12	07/31/12	M-F David Letterman	CM	1136p-1238a	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-1-----					1	\$700.00		0.00			
N 40	WKMG	08/01/12	08/01/12	M-F David Letterman	CM	1136p-1238a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--1----					1	\$700.00		0.00			
N 41	WKMG	08/02/12	08/02/12	M-F David Letterman	CM	1136p-1238a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	---1---					1	\$700.00		0.00			
E 42	WKMG	08/03/12	08/03/12	M-F David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----1--					1	\$700.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WKMG	07/30/12-08/05/12	M-F David Letterman		1136p-1238a	-----F----	:30		(\$700.00)		0.00	NM		
				See MG 14.2											
N 43	WKMG	08/06/12	08/06/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	0	\$0.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-----					1	\$700.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WKMG	08/06/12-08/12/12	M-F David Letterman		1136p-1238a	M-----	:30		(\$700.00)		0.00	NM		
				Credited											
N 44	WKMG	07/30/12	07/30/12	M-F 7:30-8p Inside Ed	CM	730-8p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	1-----					1	\$1,000.00		0.00			
N 45	WKMG	07/31/12	07/31/12	M-F 7:30-8p Inside Ed	CM	730-8p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-1-----					1	\$1,000.00		0.00			
N 46	WKMG	08/01/12	08/01/12		CM	730-8p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00



WKMG

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Contract / Revision

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Flight Dates 07/30/12-08/06/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				M-F 7:30-8p Inside Ed Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--1----					1	\$1,000.00		0.00			
N 47	WKMG	08/02/12	08/02/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	---1---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---1---					1	\$1,000.00		0.00			
N 48	WKMG	08/03/12	08/03/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	----1--	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$1,000.00		0.00			
N 49	WKMG	08/08/12	08/06/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$1,000.00	P-3	0.00 NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1-----					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
1	WKMG	08/06/12-08/12/12		M-F 7:30-8p Inside Ed		730-8p	M-----	:30		<del>(\$1,000.00)</del>		0.00 NM			
Credited															
N 50	WKMG	07/30/12	07/30/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$450.00	P-3	0.00 NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	1-----					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
1	WKMG	07/30/12-08/05/12		2-3p The Talk		2-3p	M-----	:30		<del>(\$450.00)</del>		0.00 NM			
Credited [month end]															
N 51	WKMG	07/31/12	07/31/12	2-3p The Talk The Talk	CM	2-3p	-1-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-1-----					1	\$450.00		0.00			
N 52	WKMG	08/02/12	08/02/12	2-3p The Talk The Talk	CM	2-3p	---1---	:30	1	\$450.00	P-3	0.00 NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---1---					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
1	WKMG	07/30/12-08/05/12		2-3p The Talk		2-3p	---Th-----	:30		<del>(\$450.00)</del>		0.00 NM			
Credited															
N 53	WKMG	08/03/12	08/03/12	2-3p The Talk The Talk	CM	2-3p	----1--	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$450.00		0.00			
N 54	WKMG	08/06/12	08/06/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$450.00	P-3	0.00 NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	1-----					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
1	WKMG	08/06/12-08/12/12		2-3p The Talk		2-3p	M-----	:30		<del>(\$450.00)</del>		0.00 NM			
Credited															
N 55	WKMG	07/30/12	07/30/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00	



WKMG

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Flight Dates 07/30/12-08/06/12

Hiatus Dates

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Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 55	WKMG	07/30/12	07/30/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$900.00		0.00						
N 56	WKMG	07/31/12	07/31/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$900.00		0.00						
N 57	WKMG	08/02/12	08/02/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	---1---	1		\$900.00		0.00						
N 58	WKMG	08/03/12	08/03/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	----1--	1		\$900.00		0.00						
N 59	WKMG	08/06/12	08/06/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$900.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$900.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1		WKMG	08/06/12-08/12/12	News at 6p	6-630p		M-----	:30	(\$900.00)		0.00	NM			
Credited															
N 60	WKMG	08/01/12	08/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	--1----	1		\$300.00		0.00						
N 61	WKMG	08/06/12	08/06/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$300.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	1-----	1		\$300.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1		WKMG	08/06/12-08/12/12	Morn News at 5a	5-530a		M-----	:30	(\$300.00)		0.00	NM			
Credited															
N 62	WKMG	08/04/12	08/04/12	GOLF PGA WGC Bridgestone Jr	CM	Sat-Sun (3:00 PM-6:00 PM)	-----1-	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----1-	1		\$1,200.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1		WKMG	07/30/12-08/05/12	GOLF	Sat-Sun (3:00 PM-6:00 PM)		-----Sa--	:30	(\$1,200.00)		0.00	NM			
Credited															
N 63	WKMG	07/30/12	07/30/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	1-----	1		\$400.00		0.00						
N 64	WKMG	07/31/12	07/31/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-1-----	1		\$400.00		0.00						
N 65	WKMG	08/01/12	08/01/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00



WKMG

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Flight Dates 07/30/12-08/06/12

Hiatus Dates

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Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N65	WKMG	08/01/12	08/01/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	--1----					1	\$400.00		0.00		
N66	WKMG	08/02/12	08/02/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	---1---					1	\$400.00		0.00		
N67	WKMG	08/03/12	08/03/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	----1--					1	\$400.00		0.00		
N68	WKMG	08/06/12	08/06/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$400.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	1-----					1	\$400.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1		WKMG	08/06/12-08/12/12	CBS This Morning		7-9a	M-----	:30		(\$400.00)		0.00 NM		
Credited														
N69	WKMG	08/05/12	08/05/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1					1	\$1,100.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1		WKMG	07/30/12-08/05/12	Face The Nation		1030-1130a	-----Su	:30		(\$1,100.00)		0.00 NM		
Credited														
N70	WKMG	08/05/12	08/05/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-----1	:30	1	\$1,800.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1					1	\$1,800.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1		WKMG	07/30/12-08/05/12	M-SU 11p News		11-1135p	-----Su	:30		(\$1,800.00)		0.00 NM		
Credited														
N71	WKMG	08/05/12	08/05/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1					1	\$1,300.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1		WKMG	07/30/12-08/05/12	CBS Sunday Morning		9-1030a	-----Su	:30		(\$1,300.00)		0.00 NM		
Credited														
N72	WKMG	08/04/12	08/04/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$350.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1-					1	\$350.00		0.00		
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1		WKMG	07/30/12-08/05/12	7-9a CBS This Morn Sat		7-9a	-----Sa--	:30		(\$350.00)		0.00 NM		
Credited														
N73	WKMG	08/01/12	08/01/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	--1----					1	\$650.00		0.00		



WKMG

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Advertiser POL/Crossroads GPS

Product CROSSROADS GPS

Estimate # 732

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 73	WKMG	08/01/12	08/01/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	--1----			1		\$650.00	0.00				
N 74	WKMG	08/04/12	08/04/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	-----1-			1		\$1,800.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WKMG	07/30/12-08/05/12		Sat 11p News		11-1135p	-----Sa--	:30	(\$1,800.00)	0.00	NM			
Credited														
N 75	WKMG	07/30/12	07/30/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	1-----			1		\$650.00	0.00				
N 76	WKMG	07/31/12	07/31/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-1-----	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	-1-----			1		\$650.00	0.00				
N 77	WKMG	08/01/12	08/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	--1----			1		\$650.00	0.00				
N 78	WKMG	08/02/12	08/02/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---1---	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	---1---			1		\$650.00	0.00				
N 79	WKMG	08/03/12	08/03/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	----1--			1		\$650.00	0.00				
N 80	WKMG	08/06/12	08/06/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$650.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		08/06/12	08/12/12	1-----			1		\$650.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WKMG	08/06/12-08/12/12		11-12p Price Is Right		11a-12p	M-----	:30	(\$650.00)	0.00	NM			
Credited														
N 81	WKMG	07/30/12	07/30/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	1-----			1		\$550.00	0.00				
N 82	WKMG	07/31/12	07/31/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	-1-----			1		\$550.00	0.00				
N 83	WKMG	08/01/12	08/01/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		07/30/12	08/05/12	--1----			1		\$550.00	0.00				
N 84	WKMG	08/02/12	08/02/12		CM	12-1230p	---1---	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Local 6 News 12-1230p												
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----1---					1	\$550.00		0.00				
N 85	WKMG	08/03/12	08/03/12	Local 6 News 12-1230p CM		12-1230p	----1--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----1--					1	\$550.00		0.00				
N 86	WKMG	08/06/12	08/08/12	Local 6 News 12-1230p CM		12-1230p	1-----	:30	1	\$550.00	P-3	0.00	NM	0	\$0.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	1-----					1	\$550.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKMG	08/06/12-08/12/12		Local 6 News 12-1230p		12-1230p	M-----	:30		<del>(\$550.00)</del>		0.00	NM			
Credited																
N 87	WKMG	08/04/12	08/04/12	Sat 6p News	CM	6-630p	-----1-	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00	
				Sat 6p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----1-					1	\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKMG	07/30/12-08/05/12		Sat 6p News		6-630p	-----Sa--	:30		<del>(\$450.00)</del>		0.00	NM			
Credited																
N 88	WKMG	08/05/12	08/05/12	CBS Evening News	CM	630-7p	-----1	:30	1	\$600.00	P-3	0.00	NM	0	\$0.00	
				CBS Eve News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----1					1	\$600.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKMG	07/30/12-08/05/12		CBS Evening News		630-7p	-----Su	:30		<del>(\$600.00)</del>		0.00	NM			
Credited																
N 89	WKMG	08/06/12	08/06/12	Morn News at 530a	CM	530-6a	M-----	:30	1	\$450.00	P-3	0.00	NM	0	\$0.00	
				Morn News at 530a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	M-----					1	\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WKMG	08/06/12-08/12/12		Morn News at 530a		530-6a	M-----	:30		<del>(\$450.00)</del>		0.00	NM			
Credited																
N 90	WKMG	08/02/12	08/02/12	M-F 11p News	CM	11-1135p	---T---	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00	
				M-F 11p News												
N 91	WKMG	08/02/12	08/02/12	Thu Prime 8p	CM	8-830p	---T---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00	
				Big Bang Theory												
N 92	WKMG	08/02/12	08/02/12	Thu Prime 10p	CM	10-11p	---T---	:30	1	\$4,300.00	P-3	0.00	NM	1	\$4,300.00	
				Person of Interest												
N 93	WKMG	08/03/12	08/03/12	Fri Prime 10p	CM	10-11p	----F--	:30	1	\$3,550.00	P-3	0.00	NM	1	\$3,550.00	
				Blue Bloods												
N 96	WKMG	08/03/12	08/03/12	News at 6p	CM	6-630p	----1--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00	
				News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----1--					1	\$900.00		0.00				
N 97	WKMG	08/03/12	08/03/12	M-F David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
				David Letterman												





WKMG

Print Date: 08/02/12

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Contract / Revision **253657** Flight Dates **07/30/12-08/06/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser **POL/Crossroads GPS** Product **CROSSROADS GPS**

Estimate # **732**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N97	WKMG	08/03/12	08/03/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$700.00		0.00			
N98	WKMG	08/03/12	08/03/12	News at 5p News at 5p	CM	5-530p	----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$700.00		0.00			
N99	WKMG	08/03/12	08/03/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$650.00		0.00			
N100	WKMG	08/03/12	08/03/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$550.00		0.00			
N101	WKMG	08/03/12	08/03/12	Morn News at 6a Morn News at 6a	CM	6-7a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$500.00		0.00			
N102	WKMG	08/03/12	08/03/12	4-430p Extra Extra	CM	4-430p	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$450.00		0.00			
N103	WKMG	08/03/12	08/03/12	2-3p The Talk The Talk	CM	2-3p	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$450.00		0.00			
N104	WKMG	08/03/12	08/03/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----1--					1	\$400.00		0.00			
N105	WKMG	08/03/12	08/03/12	Morn News at 5a Morn News at 5a	CM	5-530a	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$350.00		0.00			
N106	WKMG	08/03/12	08/03/12	Morn News at 5a Morn News at 5a	CM	5-530a	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$300.00		0.00			
N107	WKMG	08/03/12	08/03/12	CBS This Morning The Early Show	CM	7-9a	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$450.00		0.00			
N108	WKMG	08/03/12	08/03/12	530-6p The Insider Insider	CM	530p-6p	----F--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--					1	\$600.00		0.00			
N109	WKMG	08/03/12	08/03/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00



### Hiatus Dates

Order Sep 00:20:00

Estimate #      **732**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
														Totals	82	\$74,200.00